



WPTV

## ORDER

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## Contract / Revision

309746 /

Flight Dates 09/10/12-10/07/12

Order Sep 00:20:00  
Estimate # **446**  
Alt Order #  
Billing Type Cash  
Order Type GENERAL  
Billing Cycle EOM/EOC  
Billing Calendar BROADCAST  
Demographic A25-54  
Rev Codes POL POL CAND  
Product Codes PL  
Priority P-1  
Advertiser Ref

## Primary Account Executive

Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	160	\$120,763.75	\$142,075.00	0.00	08/27/12	09/30/12	160	\$120,763.75	\$142,075.00
October 2012	41	\$23,056.25	\$27,125.00	0.00	10/01/12	10/07/12	41	\$23,056.25	\$27,125.00
Totals	201	\$143,820.00	\$169,200.00	0.00					

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	160	\$120,763.75	\$142,075.00	0.00	08/27/12	09/30/12	160	\$120,763.75	\$142,075.00
October 2012	41	\$23,056.25	\$27,125.00	0.00	10/01/12	10/07/12	41	\$23,056.25	\$27,125.00
Totals	201	\$143,820.00	\$169,200.00	0.00					

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Amount
N 1	WPTV	09/24/12	09/28/12	M-F 6-7a M-F 6-7a		CM	6-7a		11111--	:30	5	\$1,200.00	FX	0.00	NM	5	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																	
Week: 09/24/12    09/30/12    11111--    5    \$1,200.00    0.00																	
N 2	WPTV	10/01/12	10/05/12	M-F 6-7a M-F 6-7a		CM	6-7a		11111--	:30	5	\$725.00	P-1	0.00	NM	5	\$3,625.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																	
Week: 10/01/12    10/07/12    11111--    5    \$725.00    0.00																	
N 3	WPTV	09/10/12	09/14/12			CM	6-7a		11111--	:30	5	\$725.00	P-1	0.00	NM	5	\$3,625.00



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Flight Dates **09/10/12-10/07/12**

## Hiatus Dates

Original Date / Revision 08/30/12 / 08/31/12

Order Sep 00:20:00

**Advertiser Republican Party of FL - 31 Product RPOF 3 Pack (Bogdanoff, G; Estimate # 446**



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Flight Dates **09/10/12-10/07/12**

## Hiatus Dates

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**Advertiser** Republican Party of FL - 3 | Product RPOF 3 Pack (Bogdanoff,G;Estimate # 446



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Flight Dates 09/10/12-10/07/12

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Advertiser **Republican Party of FL - 31 Product RPOF 3 Pack (Bogdanoff,G;Estimate # 446**





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Advertiser Republican Party of FL - 3 | Product RPOF 3 Pack (Bogdanoff, G) Estimate # 446

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Spots	Amount	
N51	WPTV	09/15/12	09/15/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-		1	\$850.00			0.00					
N52	WPTV	09/22/12	09/22/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-		1	\$850.00			0.00					
N53	WPTV	09/22/12	09/22/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	1	\$725.00	P-1	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-		1	\$725.00			0.00					
N54	WPTV	09/30/12	09/30/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$275.00	P-1	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1	\$275.00			0.00					
N55	WPTV	10/07/12	10/07/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$275.00	P-1	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S		1	\$275.00			0.00					
N56	WPTV	09/16/12	09/16/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$275.00	P-1	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		1	\$275.00			0.00					
N57	WPTV	09/23/12	09/23/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$275.00	P-1	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S		1	\$275.00			0.00					
N58	WPTV	09/30/12	09/30/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$1,075.00	FX	0.00	NM	1	\$1,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1	\$1,075.00			0.00					
N59	WPTV	10/07/12	10/07/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S		1	\$550.00			0.00					
N60	WPTV	09/16/12	09/16/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$1,075.00	FX	0.00	NM	1	\$1,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		1	\$1,075.00			0.00					
N61	WPTV	09/23/12	09/23/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$1,075.00	FX	0.00	NM	1	\$1,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S		1	\$1,075.00			0.00					
N62	WPTV	09/30/12	09/30/12	Su 9-10a Su 9-10a	CM	9-10a	-----S	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1	\$1,200.00			0.00					
N63	WPTV	10/07/12	10/07/12	Su 9-10a Su 9-10a	CM	9-10a	-----S	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S		1	\$1,200.00			0.00					



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Contract / Revision**309746**Flight Dates**09/10/12-10/07/12**Hiatus DatesOriginal Date / Revision 08/30/12 / 08/31/12Order Sep 00:20:00Advertiser **Republican Party of FL - 3 | Product RPOF 3 Pack (Bogdanoff, G; Estimate # 446**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	<u>Totals</u>
														Amount
N75	WPTV	09/23/12	09/23/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$850.00	FX	0.00	NM	1 \$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/17/12	09/23/12	-----S		1				\$850.00		0.00		
														Totals 201 \$169,200.00